

# RETAIL TRAFFIC

## KEY STRATEGIES TO GET MORE CUSTOMERS



### AGENDA

WHAT IS CUSTOMER EXPERIENCE, WHY IS IT IMPORTANT, AND HOW YOU CAN MAKE IT YOUR SECRET WEAPON IN RETAIL.

### WHY IS CX SO IMPORTANT

A POSITIVE CUSTOMER EXPERIENCE CAN BOOST YOUR SALES AND SEPARATE YOU FROM THE COMPETITION. IT CAN BE THE DIFFERENCE BETWEEN ACQUIRING NEW CUSTOMERS AND TURNING THEM INTO LOYAL ADVOCATES OF YOUR BRAND AND LOSING YOUR CUSTOMER BASE. WE'RE ALL CUSTOMERS OF MANY DIFFERENT COMPANIES SO WE CAN RECOGNIZE A GOOD OR BAD EXPERIENCE. CONSUMERS ARE LOOKING FOR BRANDS THAT SUPPORT THEIR WANTS AND NEEDS AND TUNE OUT WHEN THEY FIND THAT COMPANIES DO NOT VALUE CX.

ALL ASPECTS OF RETAIL ARE BEING DISRUPTED TODAY. THE INDUSTRY IS SEEING DRAMATIC GAINS OR LOSSES ACROSS CHANNELS AND, ULTIMATELY, BRANDS. DIGITAL HAS BECOME THE EPICENTER OF ACTIVITY AND THE DISRUPTION IS LEADING TO AN UNPRECEDENTED OPPORTUNITY TO USE CUSTOMER EXPERIENCE AS A COMPETITIVE ADVANTAGE.

### HOW TO USE CUSTOMER EXPERIENCE AS A COMPETITIVE ADVANTAGE

MARKETING YOUR RETAIL BUSINESS IS ESSENTIAL FOR BUILDING YOUR BRAND IMAGE AND REPUTATION. ONE OF THE BEST STRATEGIES TO DO THIS IS BY PRIORITIZING CUSTOMER EXPERIENCE (CX). CUSTOMER EXPERIENCE IS THE RELATIONSHIP BETWEEN A BUSINESS AND ITS CUSTOMERS. IT INCLUDES EVERY TOUCHPOINT WITH THE CUSTOMER, WHETHER DIRECT OR INDIRECT, EVEN IF IT DOESN'T RESULT IN A PURCHASE. WHEN OPTIMIZING YOUR CUSTOMER EXPERIENCE, YOU NEED TO EMPHASIZE ENGAGEMENT WITH YOUR CUSTOMERS AT EVERY POINT IN THE SALES CYCLE. THE SUM TOTAL OF ALL TOUCHPOINTS RESULTS IN EITHER A CUSTOMER EXPERIENCE THAT DELIGHTS OR ONE THAT TURNS CUSTOMERS AWAY.

#### WHAT DOES THIS MEAN FOR MOST RETAILERS?

RETAILERS NEED TO RE-WIN THEIR LOYAL CUSTOMER BASE, WHILE ALSO ATTRACTING AND RETAINING NEW CUSTOMERS. DELIVERING AMAZING EXPERIENCES DURING UNCERTAIN TIMES REQUIRES FOCUS AND AGILITY.

#### HERE ARE 5 KEY STRATEGIES INDUSTRY LEADERS ARE EMBRACING TO MAKE CUSTOMER EXPERIENCE A COMPETITIVE ADVANTAGE

1. **ALL CUSTOMERS ARE NEW CUSTOMERS:** SHOPPING TODAY IS A NEW EXPERIENCE FOR NEARLY EVERYONE. MANY LONG-TIME IN-STORE SHOPPERS HAVE MOVED TO DIGITAL PURCHASING. DIGITAL SHOPPERS ARE EXPERIENCING MORE OUT-OF-STOCK OR DELIVERY DELAYS AND MIGHT NOW BE CALLING YOUR CUSTOMER SERVICE CENTER. MANY SHOPPERS ARE USING BOPIS (BUY ONLINE PICKUP IN-STORE) OR CURBSIDE FOR THE FIRST TIME. FIND OPPORTUNITIES TO CONNECT WITH THEM AND GET THEIR FEEDBACK FAST WITH TOOLS, WORKFLOWS AND ESCALATION PATHS TO LEARN WHAT'S WORKING AND WHAT'S NOT.

# A CONSISTENT AND PREDICTABLE EXPERIENCE CREATES CUSTOMER CONFIDENCE, WHICH CAN LEAD TO LOYALTY.



FOR EXAMPLE, A DISCOUNT CODE MAY HAVE ENTICED A FIRST-TIME DIGITAL BUYER TO PURCHASE. HOWEVER, IF THE CODE DOESN'T WORK OR IS CONFUSING, DO YOU REALLY WANT CONSUMERS TO BE BLOCKED FROM BUYING AT THAT "MOMENT OF TRUTH"? THIS IS THE FAST PATH TO AN UNCONVERTED BASKET AND A POSSIBLE NEGATIVE PATTERN DETERRING OTHER FIRST-TIME DIGITAL BUYERS. SUCCESSFUL RETAILERS HAVE CREATED DIGITAL COMMAND CENTERS LEVERAGING CUSTOMER EXPERIENCE AS A COMPETITIVE ADVANTAGE TO IDENTIFY DIGITAL SHOPPERS ENCOUNTERING ISSUES, ESCALATING PURCHASE BLOCKERS TO THE CUSTOMER SERVICE CENTER AS WELL AS TO A RAPID RESPONSE WEB TEAM TO REMEDY THE ISSUE. THIS HELPS INCREASE CONVERSION AND ELEVATES YOUR CUSTOMER EXPERIENCE.

**2. STAY CONNECTED THROUGHOUT THE CUSTOMER JOURNEY:** WITH SO MUCH SHOPPING TODAY RELYING ON DELIVERY – OFTEN THIRD PARTY – A RETAILER CAN LOSE CONTROL OF THE EXPERIENCE DURING THAT "LAST MILE." FROM A MISSED DELIVERY WINDOW TO MISSING OR DAMAGED GOODS TO RUDE BEHAVIORS, THIS IS WHERE THE EXPERIENCE CAN BREAK DOWN. THE GOOD NEWS IS THAT YOU DON'T HAVE TO LOSE CONTROL EVEN IF YOU ARE CONTRACTING DELIVERY TO A THIRD-PARTY PROVIDER. STAYING CONNECTED WITH THE CUSTOMER USING AI-POWERED SMS TECHNOLOGY HELPS BRIDGE THIS GAP ACROSS THE ENTIRE JOURNEY.

A REACTIVE APPROACH IS TO ENGAGE WITH THEM FOLLOWING DELIVERY TO ENSURE EVERYTHING WENT WELL. ASKING FOR FEEDBACK AFTER DELIVERY IS BETTER THAN NOT ASKING AT ALL, BUT IT CAN CREATE A SIGNIFICANT RECOVERY CHALLENGE. AN ALWAYS-ON APPROACH IS STARTING A TWO-WAY DIALOGUE DURING THE PURCHASE PROCESS, THEN ALLOWING THE CUSTOMER TO REACH OUT SHOULD A SPECIFIC NEED OR CONCERN ARISE DURING OR AFTER THE DELIVERY PROCESS. IN THE CUSTOMERS' EYES, THE RETAILER IS RESPONSIBLE FOR ALL ASPECTS OF THE TRANSACTION, NOT JUST THE PURCHASE AND THE PRODUCT. STAYING CONNECTED THROUGH SMS ACROSS THE ENTIRE EXPERIENCE CAN PROVIDE YOU WITH MORE SIGNALS AND CAN ALSO MAKE FOR EASY RECOVERY AND CROSS-SELL EFFORTS.

**3. ENGAGE WITH YOUR EMPLOYEES FOR INPUT AND IDEAS:** THE VALUE OF IN-STORE ASSOCIATES IS GROWING CONSIDERABLY DURING THESE EVER-CHANGING TIMES. SUCCESS OR FAILURE IS HEAVILY TIED TO HOW WELL FRONTLINE EMPLOYEES ENGAGE WITH CUSTOMERS. INVESTING IN YOUR EMPLOYEE'S TRAINING WILL PAY HANDSOME DIVIDENDS.

CONTINUOUSLY LISTENING TO EMPLOYEES THROUGH SURVEYS WILL HELP YOU KEEP ISSUES AND OBSTACLES MANAGEABLE DURING UNCERTAIN TIMES, INCREASING THE CHANCES FOR SHOPPER SUCCESS. CROWDSOURCING IDEAS FROM TOP PERFORMERS BOTH INCREASES THEIR ENGAGEMENT WHILE HELPING THE COMPANY SOLVE MORE PROBLEMS VIA AGILE INNOVATION. FOR EXAMPLE, WE HAVE SEEN RETAILERS CROWDSOURCE IDEAS FROM STORE EMPLOYEES TO HELP SUCCESSFULLY LAUNCH CURBSIDE PICKUP IN LESS THAN 48 HOURS. MANY OF YOUR EMPLOYEES HAVE GREAT IDEAS THAT CAN BE QUICKLY SURFACED, TESTED AND ROLLED OUT. BE SURE TO SET UP A REWARD SYSTEM FOR YOUR EMPLOYEES THAT FACILITATE NEW IDEAS THAT GET IMPLEMENTED.

**4. AGILE INNOVATION:** IT SEEMS LIKE MORE CHANGE AND INNOVATION HAVE OCCURRED IN THE PAST 12 MONTHS THAN MANY RETAILERS HAVE EXPERIENCED IN THE PAST 10 YEARS. WAITING FOR A RETURN TO NORMALCY IS ESSENTIALLY A PATH TO NOWHERE. YOUR CUSTOMERS' NEEDS AND EXPECTATIONS ARE CHANGING RAPIDLY, SO MUST YOUR APPROACH. WE'VE SEEN MAJOR CHANGES SUCH AS PERSONAL SHOPPER EXPERIENCES, VIRTUAL SHOWROOMING, CONTACTLESS PAYMENT AND DELIVERY, AND MORE. WE'VE ALSO SEEN MICRO-CHANGES LIKE HANDWRITTEN SIGNS, TAPE ON THE FLOOR, MASK HANDOUTS AND MORE.

RETAIL LEADERS ARE ACTING ON SMALL AND LARGE INNOVATIONS AT A MORE RAPID PACE TODAY THAN EVER BEFORE. TO MAXIMIZE OUTPUT, THE BEST RETAILERS ARE TESTING EVERY INNOVATION RAPIDLY WITH IMMEDIATE CUSTOMER FEEDBACK AND LINKING IT TO THINGS LIKE NPS (NET PROMOTER SCORE) IMPROVEMENT. FOR INSTANCE, SOME RETAILERS HAVE EXPERIMENTED WITH STORE-FRONT GREETERS TO HELP CUSTOMERS NAVIGATE CHANGES IN THE STORE. SINCE THEY ALREADY HAVE A CONTINUOUS FEEDBACK SYSTEM, THEY SIMPLY NEED TO PILOT INNOVATIONS IN THOSE STORES SOLICITING TARGETED FEEDBACK FOR GREATER UNDERSTANDING. FROM THERE, THEY CAN THEN ASSESS IMPACT TO THE SHOPPING EXPERIENCE AND THE BEHAVIORAL OUTCOMES LIKE INCREASED BASKET SIZE. TARGETED CUSTOMER FEEDBACK FOR EACH TEST INCREASES SUCCESS PROBABILITY DRAMATICALLY.

**5. NEXT LEVEL PERSONALIZATION:** RETAIL DISRUPTION IS FORCING CUSTOMERS TO INTERACT WITH YOU IN NEW AND UNCHARTED WAYS. WEB AND MOBILE TRAFFIC IS EXPLODING AND ECOMMERCE SALES ARE UP FOR NEARLY EVERY RETAILER. PERSONALIZATION TYPICALLY ACCOUNTS FOR A CUSTOMER'S PREFERENCES AND EXPECTED NEEDS. HOWEVER, PERSONALIZATION FAILS WHEN AN OFFER IS SURFACED JUST AFTER A CUSTOMER HAS HAD A BAD EXPERIENCE, WHICH IS OCCURRING MORE FREQUENTLY TODAY WITH AN INFLUX OF NEW DIGITAL OR OMNICHANNEL BUYERS.

PERSONALIZATION THAT INCORPORATES SENTIMENT INSTANTANEOUSLY PULLED FROM FEEDBACK CAN CREATE A UNIQUE ONE-TO-ONE EXPERIENCE THAT CAN TURN A DETRACTOR INTO A PROMOTER. DICK'S SPORTING GOODS IS A GREAT EXAMPLE OF HOW YOU CAN ACT ON REAL-TIME FEEDBACK TO ENGAGE E-COMMERCE CUSTOMERS AND IMPROVE THE DIGITAL EXPERIENCE.



**THE BEST ADVERTISING YOU CAN HAVE IS A LOYAL CUSTOMER SPREADING THE WORD ABOUT HOW INCREDIBLE YOUR BUSINESS IS.**



## **CX IS ONE OF THE KEYS TO SUCCESS**

WHAT LIES AHEAD FOR RETAIL IS ADAPTATION. WHAT WE HAVE SEEN ARE SUCCESSFUL RETAILERS DOUBLING DOWN ON ALWAYS-ON FEEDBACK TO DRIVE FAST INNOVATION. THE CLIMATE FOR RETAIL CONTINUES TO RAPIDLY CHANGE AND SO MUST THE RETAILERS. RETAILERS CAN ESTABLISH A COMPETITIVE ADVANTAGE BY STAYING FOCUSED ON IMPROVING THEIR CUSTOMER EXPERIENCE.

WANT TO LEARN MORE ABOUT IMPROVING YOUR RETAIL BUSINESS? GET OUR FREE NEWSLETTER THAT WILL PROVIDE YOU WITH MORE GROWTH STRATEGIES. VISIT [WWW.GRIPONTOOLS.COM](http://WWW.GRIPONTOOLS.COM) TO JOIN OUR COMMUNITY FOR FREE.

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## **ABOUT THE AUTHOR: ELIAS AMASH**

ELIAS AMASH, PRESIDENT OF GRIP, IS AN INDUSTRY VETERAN WITH MORE THAN 30 YEARS OF EXPERIENCE IN GLOBAL SOURCING, MANUFACTURING, DISTRIBUTION, RETAIL MERCHANDISING, FULFILLMENT, MARKETING, TECHNOLOGY, AND OPERATIONS. HE IS A TRUSTED PARTNER TO HUNDREDS OF RETAILERS AND HAS "LEVELED UP" THE INDUSTRY WITH GRIP'S UNDYING COMMITMENT TO OFFERING ONLY THE HIGHEST LEVELS OF SERVICE TO ITS CUSTOMERS. AMASH HAS RECENTLY PUBLISHED EIGHT SKILLS THAT PAYOFF FOREVER & THE TOP 10 MOST IMPORTANT LESSONS BOOKS. HE IS ALSO THE AUTHOR OF THE RETAIL ADVANTAGE: HOW TO WIN THE WAR WITH AMAZON, RETAIL SURVIVAL: WHO LIVES, WHO DIES AND WHY, THE FUTURE OF RETAIL, IMPORTING FROM CHINA: THE GOOD, THE BAD, AND THE UGLY, AND 101 BRIGHT IDEAS: WINNING TACTICS TO INCREASE RETAIL SALES. VISIT [WWW.ELIASAMASH.COM](http://WWW.ELIASAMASH.COM) FOR MORE DETAILS AND GREAT CONTENT.

## **RETAILER ED**

YOUR SUCCESS IS OUR PRIORITY. TO SUPPORT OUR RETAILER COMMUNITY, WE PROVIDE A SERIES OF REPORTS, ARTICLES AND BOOKS THAT HELP YOU GROW YOUR RETAIL BUSINESS AND COMPETE IN THE NEW WORLD OF RETAIL.

[WWW.GRIPRETAILED.COM](http://WWW.GRIPRETAILED.COM)

## **ABOUT GRIP**

GRIP WAS INCORPORATED BY CHARLES AMASH IN 1980 AND HAS GROWN INTO ONE OF THE NATION'S TOP SUPPLIERS OF INNOVATIVE PRODUCTS TO THE RETAIL INDUSTRY.

LOCATED JUST SOUTH OF GRAND RAPIDS, MICHIGAN, GRIP FEATURES A 200,000 SQ FT STATE OF THE ART WAREHOUSE FACILITY INCLUDING A 2,000 SQ FT PRODUCT SHOWROOM.

GRIP CARRIES A PRODUCT LINE OF OVER 1,000 SPECIALTY TOOLS, TARPS, AUTOMOTIVE, CARGO CONTROL, CLEANING, LED LIGHTING, MAGNETICS, OUTDOORS, HOUSEHOLD ITEMS, IMPULSE AND GENERAL MERCHANDISE. GRIP HAS A PROVEN TRACK RECORD OF EXCELLENCE IN SUPPLYING RETAIL CLIENTS WITH INNOVATIVE PRODUCTS, TIMELY FULFILLMENT, AND WORLD-CLASS CUSTOMER SUPPORT. AT GRIP, EVERYTHING IS ABOUT EARNING YOUR BUSINESS...ONE CUSTOMER AT A TIME. IT'S ABOUT BUILDING RELATIONSHIPS AND FOSTERING BUSINESS PARTNERSHIPS THAT WILL LAST LONG INTO THE FUTURE. OUR GOAL IS TO HAVE CUSTOMERS FOR LIFE. THE FUTURE AT GRIP IS EXCITING AND WE'RE HOPING THAT YOU CAN BE A PART OF IT AS ONE OF OUR MANY CUSTOMERS FOR LIFE.

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